



JOHAN HOLMSTRÖM

MARKETING LEADER

ABOUT ME



Business minded marketing strategist with 10 years of hands-on experience within digital marketing and e-commerce

Excellent knowledge of brand strategy, digital transformation & marcom technology

Data & insight driven approach to enhance the overall customer experience

Recognized for a proactive approach and keen ability to effectively translate complex operational concepts into tangible action plans

A proven leader capable of blending big-picture viewpoints with tactical considerations to inspire, build trust and achieve real business growth

CONTACTS



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WEBSITES & SOCIAL LINKS



LinkedIn
<http://linkedin.com/in/johanholmstrom5>

SKILLS



Marketing Strategy

Brand Strategy

Data Driven Digital Marketing

Marketing Automation

Digital Transformation

Business Development

Project Management

Team building

WORK EXPERIENCE



AUG 2019
DEC 2019

CHIEF MARKETING OFFICER

HSNG (Orkla) | Stockholm

- Led a group of 10 people responsible for all marketing, customer acquisition and market research.
- Led the implementation of a new marketing automation system and developed new analytics capabilities to measure consumer lifetime value to enhance retention and loyalty.
- Initiated a new re-branding strategy to re-vitalize the Gymgrossisten brand.
- Responsible for SEK 70 M acquisition media budget including Programmatic display, Social Media, PPC, Content marketing, Email, Print, TV and Events.
- Due to large cost savings within Orkla many new recruits on probationary periods (including myself) unfortunately had our contracts terminated.

APR 2018
AUG 2019

CHIEF COMMERCIAL OFFICER

Skruvat / Bythjul | Stockholm

- Led a group of 5 people responsible for all marketing and e-commerce operations.
- Responsible for marketing and business strategies, business development and identifying new market opportunities and partnerships.
- Set the requirements for a new e-commerce platform and implemented a new marketing automation system to enhance retention and loyalty.
- Developed PR strategies to further enhance the brands and build market share.
- Responsible for SEK 80 M acquisition media budget including Programmatic display, Social Media, PPC, Content marketing, Email, Print, TV and Events.

MAY 2014
APR 2018

DIGITAL DIRECTOR

PHD (Omnicom Media Group) | Stockholm

- Led a group of 12 people responsible for digital strategies and cross channel execution for clients e.g Trygg Hansa, Volkswagen Group and Svenska Spel.
- Responsible for the continuous development of our digital offering and identifying new market opportunities and partnerships with relevant tech companies.
- Strategy lead for Phd's largest clients, in pitches and seminars.

APR 2012
JUN 2014

CHIEF MARKETING OFFICER

Campadre Scandinavia AB | Stockholm

- Led group of three people responsible for all marketing operations and customer acquisition.
- Implemented a new e-commerce platform and a new CRM system to enhance retention and loyalty from existing members.
- Developed PR strategies to further enhance the brands and build market share.
- Responsible for SEK 25 M acquisition media budget including PPC, CRM, Social Media, Content marketing, Print and Events.

MAR 2009
APR 2012

DIGITAL MARKETING & E-COMMERCE MANAGER

Apollo Scandinavia AB | Stockholm

- Responsible for all digital marketing and online sales at Apollo.se.
- Endless conversion optimization to attract more quality traffic to increase conversion rates.
- Main channels were SEO/PPC, content marketing to enhance search engine presence, social media for distribution, RTB display/mobile for reach and affiliate campaigns for conversions.

EDUCATION



2004

MASTER'S DEGREE

Stockholm University | Stockholm, Sweden

Masters degree in Economics with focus on marketing.